

Príloha č. 1B: Cenová špecifikácia

Channel	Publisher	Advertiser	Format	Targeting	Duration	Frequency	Impressions	Price without VAT	VAT20 %	Total price including VAT
Programmatic	Run of Network	Media libraries of premium publishers (e.g. Ad Alliance, SevenOne (own, RTL ...), walpoco, zattoo, Multiscreen: CTY, Desktop, Mobile)	Pre / Mid Roll (15", 30")	A.18-59 + Geo (Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Düsseldorf + 600m Radius, Focus on eastern federal states) + interests: travel, mountain hiking equipment, biking, paragliding, glamping, sport & fitness holidays, adventure holidays, hiking, holidays in the mountains and nature etc. FC-2/week	19. 5. - 15. 7. 2023	2/week	5 769 231	156 138 €	31 228 €	187 365,60 €
YouTube	Youtube		Non skip	Domec 18.54 Affinity: Travel, Sports & Fitness/ and Sports Fans; Travel Buffs; Outdoor Enthusiasts In-market: Camping & Hiking Equipment, Travel/Air Travel, Travel/Trips by Destinations/Trips to Europe FC-2/week	19. 5. - 15. 7. 2023	2/week	14 117 647	92 160 €	18 432 €	110 592,00 €
Programmatic	Run of Network	PMP Preferred deals only (Premium inventory)	Large Display Format Mix (PFA, Billboard, Ad Bundle, Interstitial/Understitial)	A.18-59 + Geo (Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Düsseldorf + 600m Radius, Focus on eastern federal states) + interests: travel, mountain hiking equipment, biking, paragliding, glamping, sport & fitness holidays, adventure holidays, hiking, holidays in the mountains and nature etc. FC-4/week	19. 5. - 15. 7. 2023	4/week	14 545 455	136 495 €	27 299 €	163 794,00 €
Programmatic	Run of Network	Open Exchange + PMP Deals (Outbrain, Trilateral, Taboola) Buying type: CPM - Optimization on CPC Goal: 0,70 €	Native Ads	A.18-59 + Geo (Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Düsseldorf + 600m Radius, Focus on eastern federal states) + interests: travel, mountain hiking equipment, biking, paragliding, glamping, sport & fitness holidays, adventure holidays, hiking, holidays in the mountains and nature etc. + First Party Lookalike Audience (if it is allowed to place a pixel on the landingpage)	19. 5. - 15. 7. 2023	x	100 000 000	44 200 €	8 840 €	53 040,00 €
Paid Social	FB / IG		Video, Carousel & Image Ads	A.18-59 + Geo (Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Düsseldorf + 600m Radius, Focus on eastern federal states) Interests: Travel, Mountains, hiking trails, mountain biking, adventure holidays, paragliding, hiking equipment, physical fitness, bicycle touring, nature, parachuting or glamping + Retargeting and First Party Lookalike Audience (if it is allowed to place a pixel on the landingpage)	19. 5. - 15. 7. 2023	x	8 600 000	32 749 €	6 550 €	39 298,80 €
Total								461 742 €	97 348 €	554 090,40 €